




PHONAK
INNERCIRCLE

WHERE POSSIBILITIES, CHOICES &
COMMITMENT TO EXCELLENCE COME
TO LIFE





The Inner Circle program for me has been wonderful. I have found a squad, I have found a community, a little niche in the community within Inner Circle that makes me feel that I am a part of something bigger and that I am really making a difference in my local community.

*Megan Gerhart, Au.D.
ENT Allergy of Delaware*

Phonak continues to innovate and to research and make available to us products in an improving capacity that enhances my patient's quality of life and allows me to provide benefits, products and services that I wouldn't be able to do otherwise.

*Amy Suhumskie, Au.D.
Lakeside ENT*

Our Mission

Established in 2017, Inner Circle is a partnership program created to support growth and unparalleled business support.

Inner Circle is designed to equip you with the tools and services you need to succeed in today's market, and we'll be by your side every step of the way! As a true partnership, our success is an outcome of yours.

Our focus, resources, and attention are aimed at you – our most loyal customer. From Success Points to Success Tools, White Glove services to Five-Star Center designation, the Inner Circle Program enables you to distinguish your practice and stand out in the market. We're glad you are here!

We promote and value:

- Professional development and growth in the ever-changing healthcare environment
- Supporting best business practices
- Commitment to the patient journey
- Solutions and services to drive incremental growth
- Superior service for our members every day

We look forward to working with you!



Sr. Director, Practice Services



We like to advertise and it's nice
that I can use my Inner Circle
points to pay for marketing.

*Kira VonBlon Au.D.
Meridian Audiology*



Success Points

Anyone can give you points. We give you **Success Points**!

What makes Success Points special? Insights from a decade of benchmarking analyses enables us to identify the areas of business that make the greatest impact on a practice. You can invest your points in the initiatives that drive your success!

Earning Success Points:

- You'll earn Success Points for every hearing aid purchase, including Lyric subscriptions and renewals, with no limit to the number of points you can earn.
- All technology levels earn points – Premium, Advanced, Standard and Essential products.

Put your success points to work for you! Select from a wide variety of services designed to help grow your business:

- Education Events
- Marketing and Business Services
- Diagnostic Equipment

*We are unable to offer success points on federally funded units.

*Please see terms and conditions to review success points usage

The Phonak marketing support team is flexible, collaborative and the support they offer is wonderful in my opinion.

*Megan Gerhart, Au.D.
ENT Allergy of Delaware*



Phonak is doing a great job at supporting me as a provider with continued education, learning, and services through the Inner Circle program.

*Darcy H Henrikson, Au.D.
M.O.S.A. Audiology*



We offer the following services for you to invest in your practice and help you achieve your goals:

Marketing

- Data driven marketing continues to play a key role in growing your practice. Our highly skilled team of specialists will work closely with you to generate a custom multi-channel marketing plan designed to generate response. We'll manage the entire process from design to production and tracking the performance of your plan.

Business Tools

- Using data gathered over the course of a decade through our bench-marking study, we designed programs and resources that have been proven to drive success among some of the most profitable practices in the industry. Our business services include ways to drive revenue, save time, and give you peace of mind. We have selected vendor relationships to support unbundling/itemization, cognition screening, auditory skills training, insurance billing and staff training opportunities.

eLearning

- Improve the results of your practice and your staff with effective eLearning modules. These interactive online training sessions are designed to be completed at home or in the office. Benefits of eLearning helps reduce your employee's learning time by as much as 60% when compared to traditional learning and you can be reassured knowing that all your employees will receive the same high-quality training, no matter where they are located.

Five-Star Center – Preferred Provider Designation

- Phonak Five Star Centers exemplify excellence across the key performance metrics common to the most successful practices in the industry. This special designation, once earned, can help you stand out in your community. Plus, with this designation enjoy an elevated status on the consumer Phonak Find a Provider website.

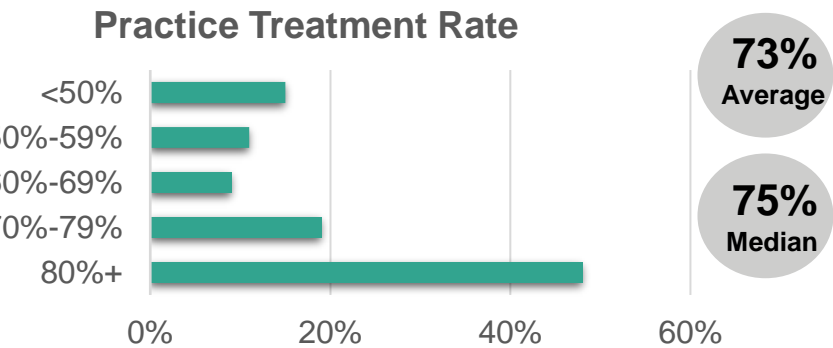
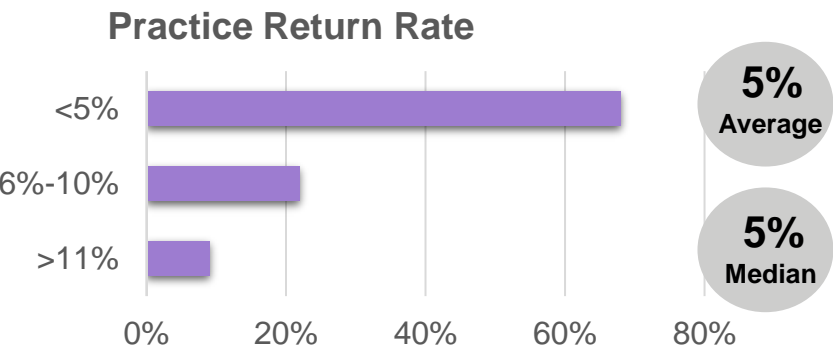
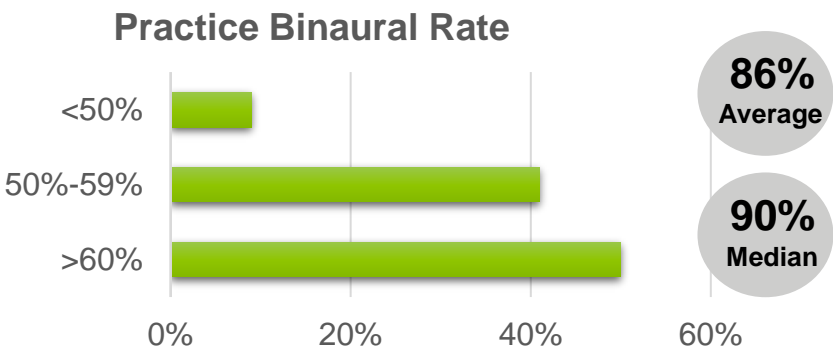
Promotional Items

- Build brand awareness by keeping your brand front and center with personalized promotional items. These items make great gifts, door prizes, and giveaways.

Loans and Financing

- At Phonak, we support every facet of your business. We are flexible in our approaches to support your goals and aspirations, whether it's short-term funding, planning an exit strategy or expansion of your practice. We are here to support your business.

Industry Benchmarks

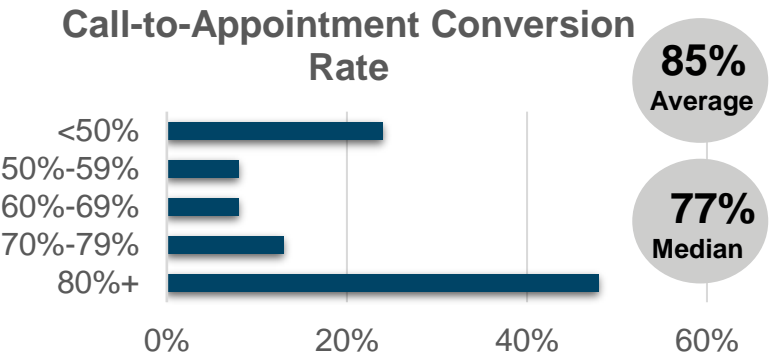


Core Practice Metrics

Practice Average Patients Pay Per Hearing Device



\$2,367
MEDIAN
\$2,350
AVERAGE



2024 Performance of Inner Circle Members



Inner Circle members outperformed in these key areas, as opposed to non-members*

- Greater Gross revenue
- Greater Net profit
- Greater Gross revenue per full-time hearing professional
- Greater Gross revenue per full-time location
- Greater instrument fitting revenue
- Greater Gross revenue growth year-over-year

White Glove Services

Platinum & Gold levels

- Priority Production Handling
- Priority new product launch access including:
 - Training
 - Demos
 - Marketing

Platinum Level Only

- Dedicated Customer Success Team
- Monthly Supply Check



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Exclusive Training Events



Research. Innovation. Success. Experience.

RISE is an annual event providing actionable learnings, tools and sharing of best practices from various industries, all designed to create a clinic-centric experience that results in advocates of your brand.



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SUCCESS SUMMIT

Conducted virtually or in-person, these one-day workshops are non-product related trainings with a focus on business building techniques and activities to implement immediately in your practice.

I really enjoyed the diversity of topics that were presented; from marketing ideas to technology offerings. I think that Phonak has put a lot of thought into this to make these useful for practices like mine. What particularly caught my attention were the digital marketing ideas because more consumers are now looking at products and services in the digital space.

Ram Nileshtar, Au.D.
The Hearing Center of Lake
Charles

Member Dashboard

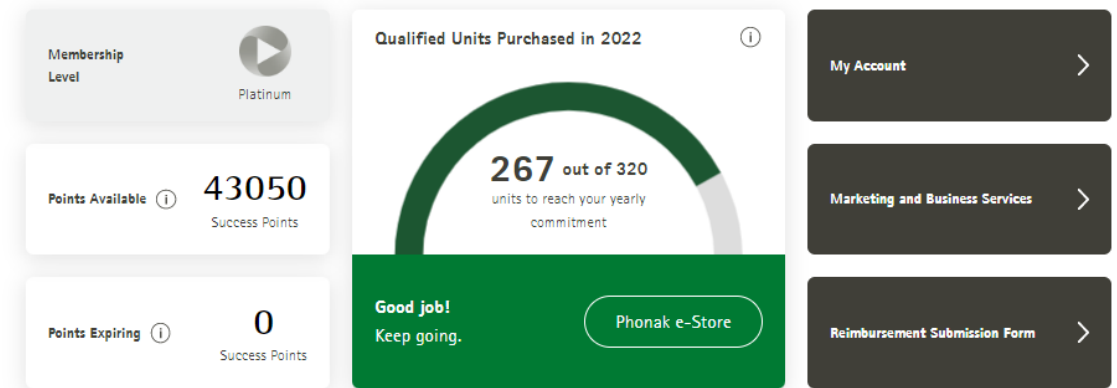
As a member, you'll enjoy 24/7 access to the Inner Circle dashboard allowing for the ability to:

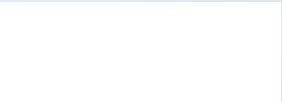
- Visualize your account
- Explore various tools, services and resources.
- Book services quickly
- Submit and manage reimbursement requests
- Review Program Terms & Conditions

Welcome, Platinum Inner Circle Member

The Inner Circle Program is an exclusive membership program that puts you, your business, and your patients at the center.

Member since March 1, 2020





Inner Circle has been an interesting, unique, and new experience. The dashboard has every piece of information to keep me informed that I can use to inform staff, inform patients and stay on track of business options.

*Amy Suhumskie, Au.D.
Lakeside Allergy and ENT*

Together,
we change lives